



*News From*

# JACK DOYLE

## MONROE COUNTY EXECUTIVE

**For Immediate Release**

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## **MONROE COUNTY AND U of R CANCER CENTER JOIN FORCES TO ENCOURAGE SMOKING CESSATION**

Monroe County Executive Jack Doyle today announced that the County has entered an extraordinary partnership with the University of Rochester Cancer Center to create a smoking campaign which encourages kids to quit smoking, and underscores the value of parents talking to their kids about reasons not to smoke.

"This partnership shows an enormous amount of support from our community's health leaders to address the detriments of smoking," said Doyle. "With everything we know about tobacco's harmful effects, there is no reason for us to sit by while our kids continue to smoke and partake in this unhealthy and expensive addiction."

The County plans to create one of the first communication campaigns in the country to encourage adolescents to quit smoking with the help of a "Quit Line." In addition, the campaign will encourage parents to talk to their kids about the value and benefits of not smoking.

"The county leadership should be congratulated and commended for forging this unique alliance," said George Abraham, M.D., director of the University of Rochester Cancer Center. "By promoting and advancing good health practices in our young people we will guarantee the future health of the community we all serve."

This year, the program has \$280,000 in funding: A \$30,000 grant from Blue Cross/Blue Shield of the Rochester Area, Strong Health System and ViaHealth System is being used to conduct formative research. Additionally, \$250,000, from the County's share of the national tobacco settlement, is being used for the communications campaign. Doyle said the County's 2001 budget will double the \$250,000 commitment. Also, a portion of a University of

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Rochester \$1.2 million dollar grant, through the National Cancer Institute, is being allocated to conduct a study on teen smoking.

“Seventy percent of adolescents want to stop smoking, but until now there have been no resources specifically designed for them,” said Deborah J. Ossip-Klein, Ph.D., Research Associate Professor and Director, Smoking Research Program at the University of Rochester Cancer Center and Department of Community and Preventive Medicine and Pediatrics. “We are pleased to be part of this campaign to bring smoking cessation education and services to adolescents in our community.”

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*For further information, call:  
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